

EXAMINING SPANISH CONSUMERS' PROCLIVITIES TOWARDS PREMIUM FOREIGN RED WINES

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RESUMEN

The aim of this paper is to investigate the factors that influence the intention to purchase premium foreign red wines in Spain. A model of the intention to purchase premium foreign red wines has been developed based on the Theory of Planned Behaviour (TPB). This model has been specified as a two-equation multivariate probit model and estimated using data from a survey conducted to 200 consumers in a medium-sized Spanish town, Zaragoza, during November and December 2009. Results suggest that the intention to purchase is affected not only by self-reported wine knowledge, but also by attitudes towards the purchase of premium foreign red wines and perceived behavioural control. Moreover, age and gender influence self-reported wine knowledge followed by social occasions and emotional benefits.

Palabras clave: attitudes, intention to purchase, knowledge, multivariate probit, Theory of Planned Behaviour